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What is Active Bradford?

Active Bradford is a company made up of six member organisations who are committed to working together to increase the number of people being active and playing sport in Bradford.



Active Bradford Structure

Active Bradford Members

Active Bradford Board

**Active Early
Years**

**Active
Children and
Young People**

Active Adults

**Active Older
Adults**

Vision



“A healthy and prosperous Bradford where everyone **chooses** to make physical activity and sport an everyday part of their lives”



Aims

For more people to:

- Start to be active
- Stay active
- Achieve their ambitions

LDP – Background / Aims

- Step change in physical activity levels of children aged 5 – 14 years and their families
- Areas of North Bradford -
- Approach – Whole systems approach, asset based, community engagement, innovation
- Outcomes
 - Better Health
 - Better Skills
 - Safe clean active communities

Major health issues for children...

1. Physical inactivity

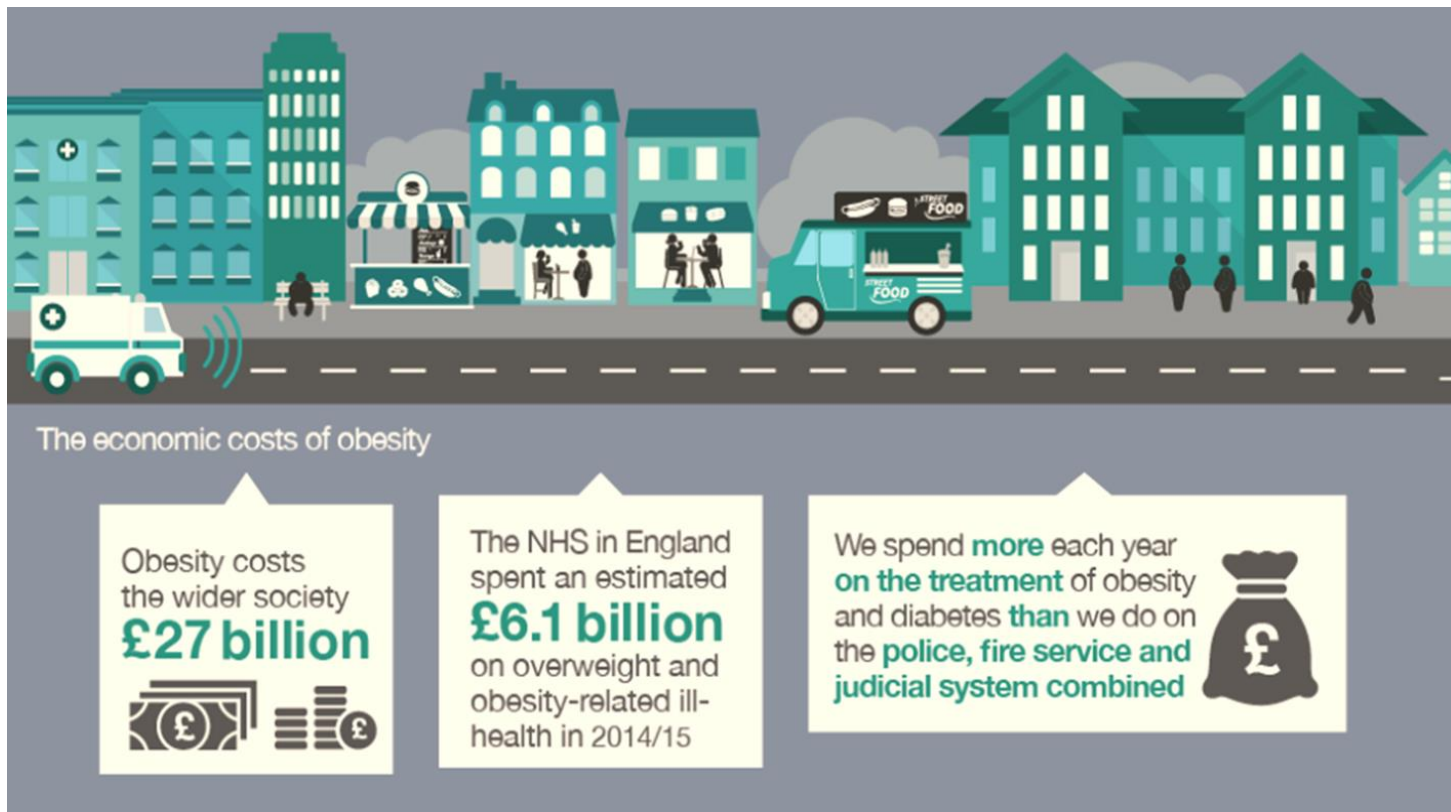
- Contributes to 1 in 10 early deaths; equal to smoking
- Bradford research - 77% of children are not reaching an average of 60 active minutes per day
- Black and Minority Ethnic children less active than white British children



From Public Health England report '[Everybody active, every day](#)' 2014

2. Obesity

In Bradford 38% children leave primary school overweight or obese



From LGA report '[Building the foundations:](#)' 2016

3. Mental Health and Social Isolation

- One in 10 children experience a mental illness
- Increasing levels of suicide and self harm



Benefits of physical activity for children

Physiological	Psychological	Social	Behavioural
Cardio-metabolic health	Self-esteem	Confidence	Physical activity in adolescence/adulthood
Muscular strength	Anxiety/stress	Peer acceptance	Sleep
Bone health	Academic achievement	Positive relationships	Risk taking behaviour
Cardiorespiratory fitness	Cognitive functioning	Social & communication skills	
Motor skills/development	Attention/concentration	Self-resilience	
Body composition	Self-efficacy	School engagement	
	Mood		
	Memory		
	Body image		



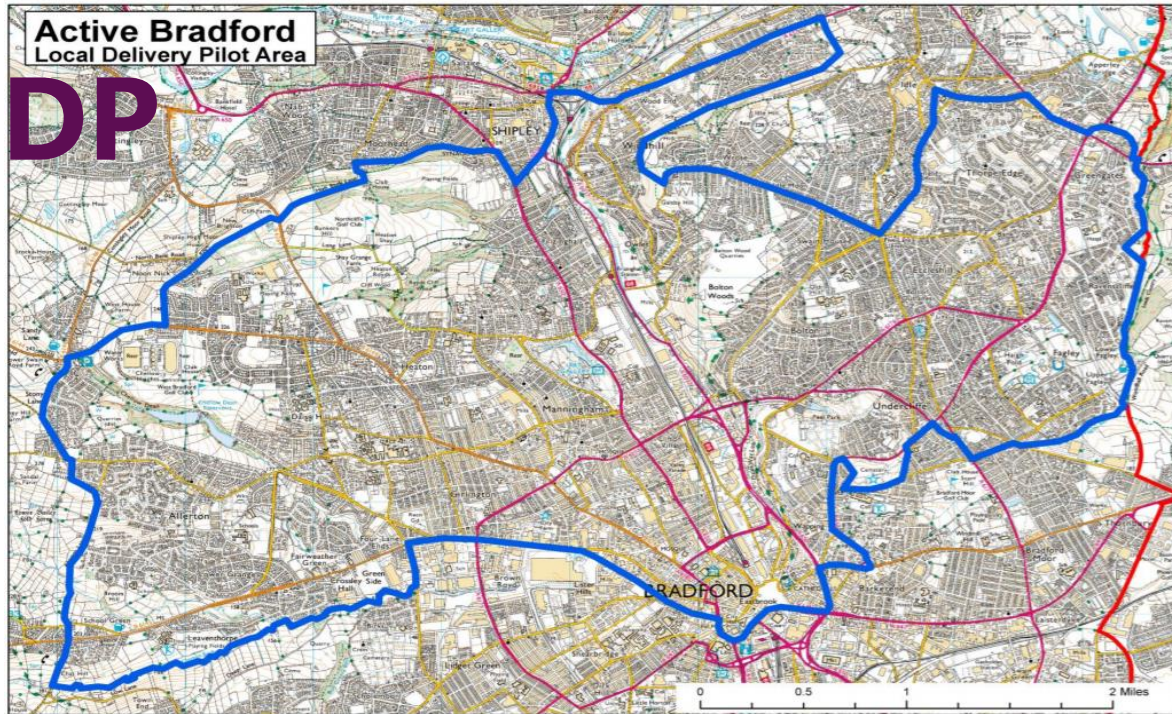
Green outcomes have consistent evidence

Amber outcomes have inconsistent evidence, or evidence from a small number of studies



Red outcomes have insufficient evidence

Our LDP

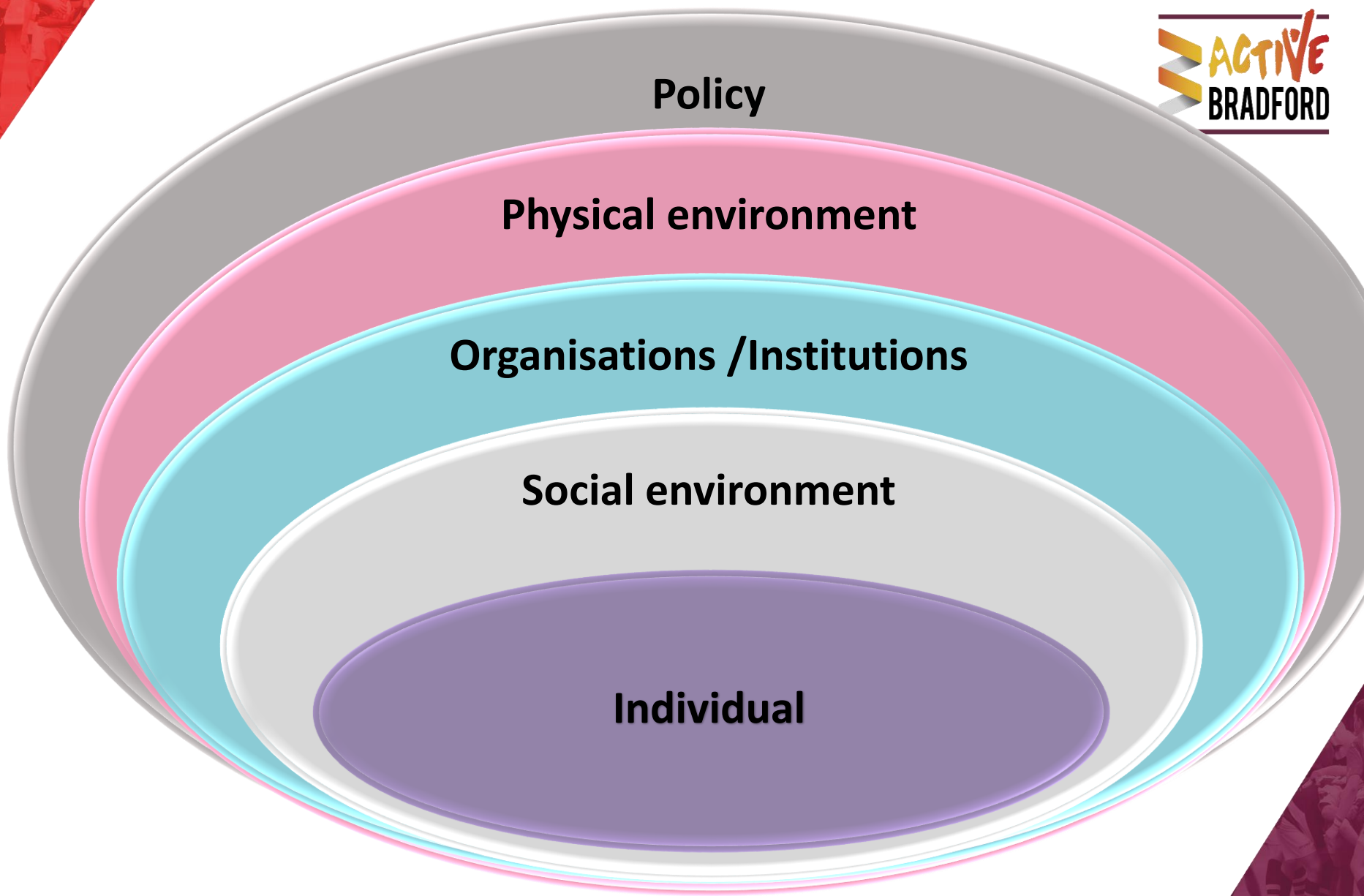


Audience: Children and young people aged 5 – 14 years old, and their families

Create a step change in physical activity

Outcomes

- 1. Better health, better lives**
- 2. Better skills**
- 3. Safe, clean and active communities**



Policy

Physical environment

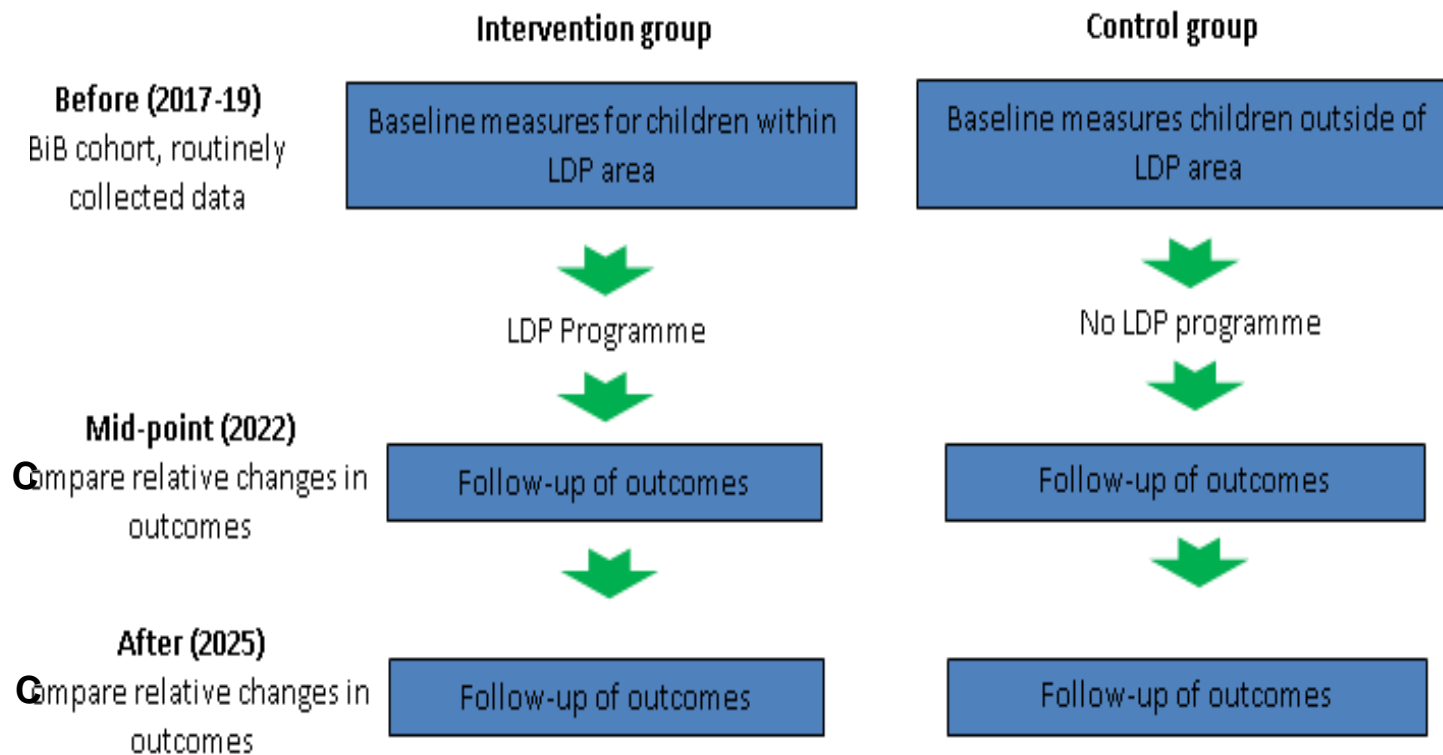
Organisations / Institutions

Social environment

Individual

LDP - Research

Whole Programme evaluation: before & after controlled design



PLUS – individual project evaluations

Health benefits of urban greenspace

- Improves mental wellbeing
- Reduces stress
- Improves air quality
- Encourages physical activity
- Valued by communities



Evidence

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/355792/Briefing8_Green_spaces_health_inequalities.pdf

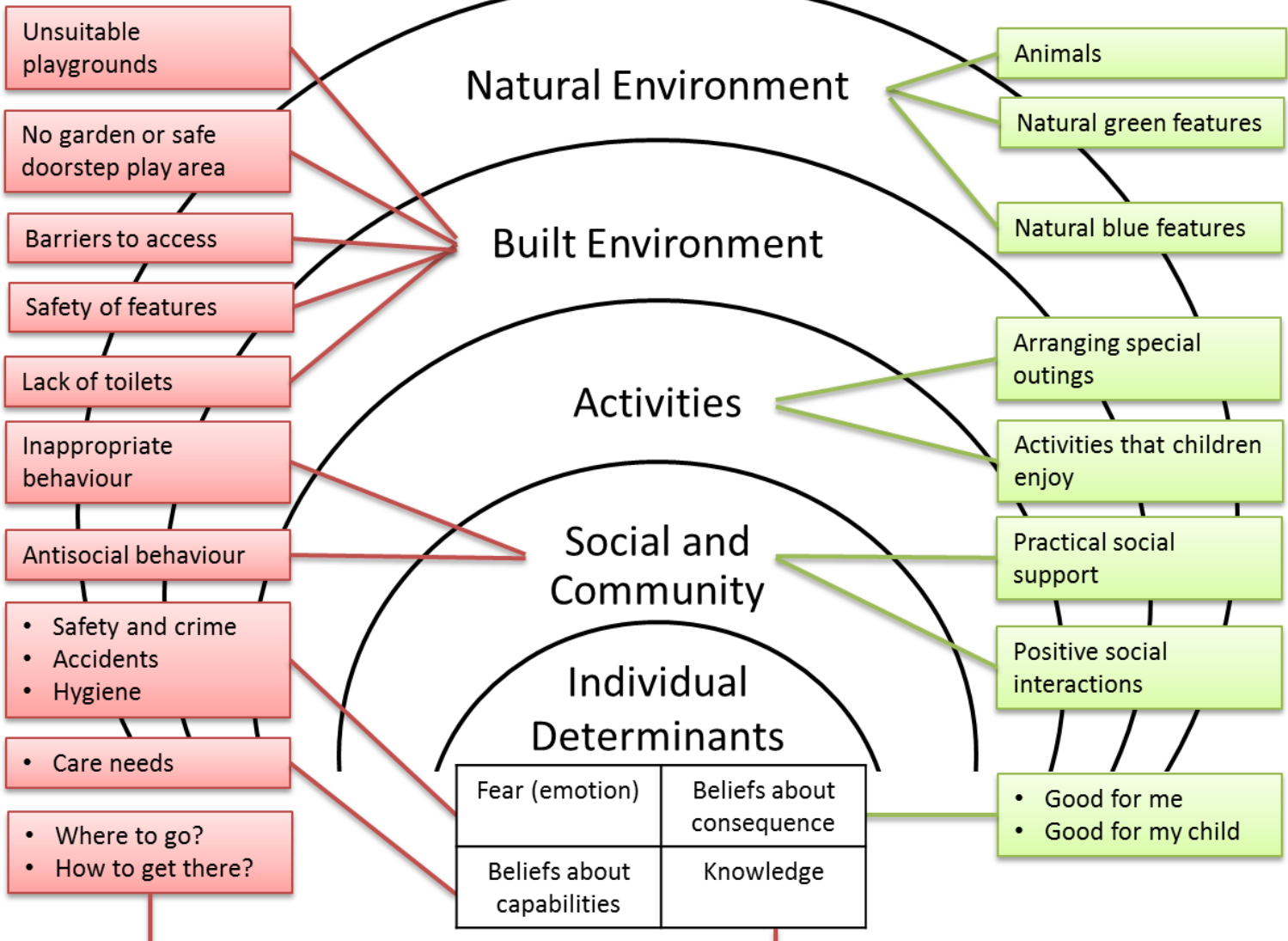
Born in Bradford Cohort Study

Green space and health:

- In Bradford green spaces has been linked:
 - healthier birth weights
 - reduced risk of depression in pregnant women
 - better mental wellbeing in children aged 4
- The impact of green space tends to be stronger within more deprived groups indicating that interventions which aim to improve quality and / or use of green space in more deprived areas may reduce health inequalities.

Barriers

Enablers



Context and resources

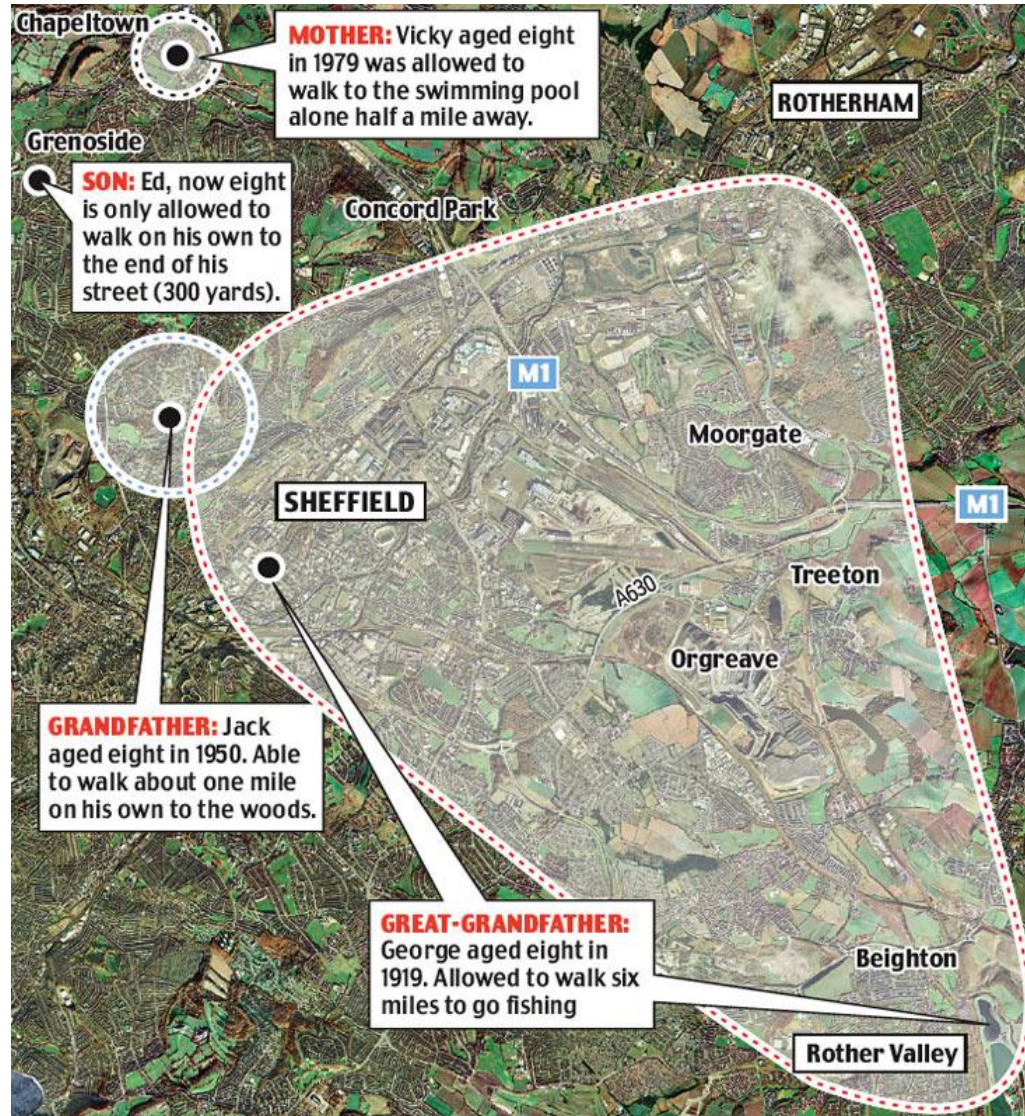
- External time pressures
- Transporting children
- Bad weather
- Dry weather

Why we need outdoor play

- Greater level of physical activity
- Child-led free play
- Higher levels of sociability and improved mental wellbeing
- Increased community cohesion
- Intrinsic value of children's play and independence - *United Nations Convention on the Rights of the Child (1989) Article 31*



The decline of children's range



Bradford Local Delivery Pilot Implementation Plan

LINKS ALL	<ul style="list-style-type: none">• Strategic Leadership• Community Engagement Managers
FAMILIES	<ul style="list-style-type: none">• Social Marketing• Communicating “What’s On”• Reducing sedentary behaviour and excessive screen time• Parents activities and parenting courses
COMMUNITY	<ul style="list-style-type: none">• Community led activity• Engaging and training local physical activity leaders
ORGANISATIONS	<ul style="list-style-type: none">• Active Schools• Community VCS Organisations• Faith Settings• Health and social care organisations
ENVIRONMENT	<ul style="list-style-type: none">• Active Travel• Active Playful Parks• Playful Streets• Green space and countryside

Neighbourhood whole system for active children and families





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Born in Bradford